

What is claimed is:

1           1. A method comprising:  
 2           providing a first image of an article of merchandise available to a  
 3 consumer in an electronic commerce transaction;  
 4           projecting a second image onto the first image of the article of  
 5 merchandise to produce a third image representing the article of merchandise as  
 6 personalized by the second image; and  
 7           providing the third image for display to the consumer to facilitate an  
 8 electronic commerce transaction.

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 1           2. The method of claim 1 further comprising accepting an order from the  
 2 consumer to purchase the article of merchandise as personalized by the second  
 3 image.

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 1           3. The method of claim 2 further comprising fulfilling an order for purchase  
 2 of the article of merchandise by the consumer, the article of merchandise  
 3 corresponding to the image of the article of merchandise as personalized with the  
 4 second image.

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 1           4. The method of claim 1, further comprising receiving, by a server  
 2 computer, the second image from a client device of the consumer, the server  
 3 computer producing the third image.

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1           5. The method of claim 1, further comprising creating the second image  
 2 by a server computer as a result of communications received from a client device  
 3 of the consumer, the server computer producing the third image.

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1           6. An article comprising:  
 2 a machine accessible storage medium storing instructions, which when  
 3 executed cause a system to provide a first image of an article of merchandise  
 4 available to a consumer in an electronic commerce transaction, project a second  
 5 image onto the first image of the article of merchandise to produce a third image  
 6 representing the article of merchandise as personalized by the second image,  
 7 and provide the third image for display to the consumer to facilitate an electronic  
 8 commerce transaction.

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1           7. The article of claim 6 further comprising instructions for accepting an  
 2 order from the consumer to purchase the article of merchandise as personalized  
 3 by the second image.

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1           8. The article of claim 7 further comprising instructions for fulfilling an  
 2 order for purchase of the article of merchandise by the consumer, the article of  
 3 merchandise corresponding to the image of the article of merchandise as  
 4 personalized with the second image.

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1           9. The article of claim 6, further comprising instructions for receiving, by a  
2 server computer, the second image from a client device of the consumer, the  
3 server computer producing the third image.

1           10. The article of claim 6, further comprising instructions for creating the  
2 second image by a server computer as a result of communications received from  
3 a client device of the consumer, the server computer producing the third image.

1           11. A method of presenting images of personalized merchandise in an  
2 electronic commerce transaction comprising:

3           providing an image of an article of merchandise offered for sale by a  
4 merchant in an electronic commerce transaction;

5           providing an online consumer with at least one of a selection of  
6 personalizing content, a mechanism for creating personalizing content, and a  
7 manner of uploading personalizing content;

8           projecting the personalizing content onto the image of the article of  
9 merchandise to produce a composite image representing the article of  
10 merchandise as personalized by the personalizing content; and

11          providing the composite image for display by a client device of the  
12 consumer to facilitate the electronic commerce transaction with the merchant.

1 12. The method of claim 11 further comprising accepting an order by the  
 2 merchant from the consumer to purchase the article of merchandise as  
 3 personalized by the composite image.

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 1 13. The method of claim 12 further comprising fulfilling, by the merchant,  
 2 an order for purchase of the article of merchandise by the consumer, the article  
 3 of merchandise corresponding to the image of the article of merchandise as  
 4 personalized with the composite image.

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 1 14. An article comprising:  
 2 a machine accessible storage medium storing instructions, which when  
 3 executed cause a system to present personalized merchandise in an electronic  
 4 commerce transaction by providing an image of an article of merchandise offered  
 5 for sale by a merchant in an electronic commerce transaction, providing an online  
 6 consumer with at least one of a selection of personalizing content, a mechanism  
 7 for creating personalizing content, and a manner of uploading personalizing  
 8 content, projecting the personalizing content onto the image of the article of  
 9 merchandise to produce a composite image representing the article of  
 10 merchandise as personalized by the personalizing content, and providing the  
 11 composite image for display by a client device of the consumer to facilitate the  
 12 electronic commerce transaction with the merchant.

1 15. The article of claim 14 further comprising instructions for accepting an  
2 order by the merchant from the consumer to purchase the article of merchandise  
3 as personalized by the composite image.

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16. The article of claim 15 further comprising instructions for fulfilling an  
order by the merchant for purchase of the article of merchandise by the  
consumer, the article of merchandise corresponding to the image of the article of  
merchandise as personalized with the composite image.

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